



June 1969

Metropolitan Offices
1441 Drummond Street
Telephone 849-5331

Young Men's Christian Association of Montreal

*YMCA financial campaign
Almost halfway there*

For release at will.

With some 2,000 volunteers out in the field, the Montreal YMCA's campaign for \$375,000 reached the \$163,000 mark on Friday.

Most of the proceeds of the drive, which runs until March 17, have been earmarked to help support work with young people.

Youth's alienation--whether in the form of active hostility or passive apathy--is currently one of the main concerns of the YMCA in Greater Montreal, says R.G. Rogers, General Secretary of the Association.

In its efforts to find relevant answers--not just palliatives--the Y is emphasizing activities which encourage understanding and two-way dialogue between adults and young people.

Mr. Rogers deplored that space-age technology has helped raise the art-science of disseminating information to an unprecedented level, but done little to bridge the generation gap.

"Instead, it may have deepened misunderstanding and aggravated growing-up problems by emphasizing how advances in machine-making and gadgetry have, apparently, outstripped humanistic development."

For the growing number of young people who avoid contact with any of society's institutions, the Y operates a wide range of outreach programs. Staff members involved in this work make contact with young people wherever they meet, listen, help identify concerns, answer questions and join in the development of co-operative answers.

In-branch programs of leadership training, physical education and self development have also been updated. New ways are being developed to strengthen

more.....

family relationships by preparing parents and children to understand and cope with change by providing them with more opportunities to spend at least part of their leisure time together.

"Calls for the YMCA to assist community groups are also proliferating," observes Mr. Rogers.

"These sometimes ask only for help in assessing issues and charting courses. More frequently, however, they require also that the Y muster resources, co-ordinate efforts and be both a long-term leader and participant."

Efforts to help promote French-English understanding are also being stepped up. New lines of communication have been opened, and a number of co-operative projects initiated.

This emphasis on co-operative undertakings is also reflected in work with immigrants. YMCA staff members in this field concentrate on explaining the rights and responsibilities of Canadian citizens, and on encouraging newcomers to the country to develop the self-reliance and initiative to join the main community.

--30--

March 7, 1969.

For further information please contact: Bill Sher,
849-5331 Loc. 742